

MOSAIC POPULATION PROFILE

2010 Census, 2013 Estimates

Calculated using Proportional Block Groups

August 2013

RMosaicP2

| Retail Market District - East Central Centennial, CO | | East Central | |
|--|--|--------------|---------|
| 2013 Estimated Population | | 6,178 | |
| 2010 Census Population | | 5,946 | |
| 2018 Projected Population | | 6,756 | |
| Historical Annual Growth (2010 to 2013) | | 1.3% | |
| Projected Annual Growth (2013 to 2018) | | 1.9% | |
| 2013 Est. Per Capita Income | | \$31,243 | |
| 2013 Est. Median Household Income | | \$64,338 | |
| MOSAIC Groups and Clusters | | Population | % Total |
| Group A ~ Power Elite | | 674 | 10.9% |
| A01 American Royalty | | 64 | 1.0% |
| A02 Platinum Prosperity | | 64 | 1.0% |
| A03 Kids and Cabernet | | 212 | 3.4% |
| A04 Picture Perfect Families | | 11 | 0.2% |
| A05 Couples with Clout | | 324 | 5.2% |
| A06 Jet Set Urbanites | | 0 | 0.0% |
| Group B ~ Flourishing Families | | 393 | 6.4% |
| B07 Generational Soup | | 327 | 5.3% |
| B08 Babies and Bliss | | 66 | 1.1% |
| B09 Family Fun-tastic | | 0 | 0.0% |
| B10 Asian Achievers | | 0 | 0.0% |
| Group C ~ Booming with Confidence | | 188 | 3.0% |
| C11 Aging of Aquarius | | 96 | 1.6% |
| C12 Golf Carts and Gourmets | | 0 | 0.0% |
| C13 Silver Sophisticates | | 89 | 1.4% |
| C14 Boomers and Boomerangs | | 3 | 0.0% |
| Group D ~ Suburban Style | | 112 | 1.8% |
| D15 Sports Utility Families | | 0 | 0.0% |
| D16 Settled in Suburbia | | 0 | 0.0% |
| D17 Cul de Sac Diversity | | 112 | 1.8% |
| D18 Soulful Spenders | | 0 | 0.0% |
| Group E ~ Thriving Boomers | | 8 | 0.1% |
| E19 Full Pockets - Empty Nests | | 6 | 0.1% |
| E20 No Place Like Home | | 3 | 0.0% |
| E21 Unspoiled Splendor | | 0 | 0.0% |
| Group F ~ Promising Families | | 633 | 10.3% |
| F22 Fast Track Couples | | 595 | 9.6% |
| F23 Families Matter | | 38 | 0.6% |
| Group G ~ Young City Solos | | 392 | 6.3% |
| G24 Status Seeking Singles | | 392 | 6.3% |
| G25 Urban Edge | | 0 | 0.0% |

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| Group H ~ Middle-class Melting Pot | | 261 | 4.2% |
| H26 Progressive Potpourri | | 0 | 0.0% |
| H27 Birkenstocks and Beemers | | 59 | 1.0% |
| H28 Everyday Moderates | | 0 | 0.0% |
| H29 Destination Recreation | | 202 | 3.3% |
| Group I ~ Family Union | | 0 | 0.0% |
| I30 Stockcars and State Parks | | 0 | 0.0% |
| I31 Blue Collar Comfort | | 0 | 0.0% |
| I32 Latin Flair | | 0 | 0.0% |
| I33 Hispanic Harmony | | 0 | 0.0% |
| Group J ~ Autumn Years | | 0 | 0.0% |
| J34 Aging in Place | | 0 | 0.0% |
| J35 Rural Escape | | 0 | 0.0% |
| J36 Settled and Sensible | | 0 | 0.0% |
| Group K ~ Significant Singles | | 2,238 | 36.2% |
| K37 Wired for Success | | 2,207 | 35.7% |
| K38 Gotham Blend | | 0 | 0.0% |
| K39 Metro Fusion | | 23 | 0.4% |
| K40 Bohemian Grove | | 8 | 0.1% |
| Group L ~ Blue Sky Boomers | | 0 | 0.0% |
| L41 Booming and Consuming | | 0 | 0.0% |
| L42 Rooted Flower Power | | 0 | 0.0% |
| L43 Homemade Happiness | | 0 | 0.0% |
| Group M ~ Families in Motion | | 0 | 0.0% |
| M44 Red White and Bluegrass | | 0 | 0.0% |
| M45 Diapers and Debit Cards | | 0 | 0.0% |
| Group N ~ Pastoral Pride | | 0 | 0.0% |
| N46 True Grit Americans | | 0 | 0.0% |
| N47 Countrified Pragmatics | | 0 | 0.0% |
| N48 Gospel and Grits | | 0 | 0.0% |
| N49 Work Hard Pray Hard | | 0 | 0.0% |
| Group O ~ Singles and Starters | | 1,265 | 20.5% |
| O50 Full Steam Ahead | | 603 | 9.8% |
| O51 Digital Dependents | | 9 | 0.1% |
| O52 Urban Ambition | | 0 | 0.0% |
| O53 Colleges and Cafes | | 0 | 0.0% |
| O54 Striving Single Scene | | 481 | 7.8% |
| O55 Family Troopers | | 171 | 2.8% |

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| Group P ~ Cultural Connections | | 0 | 0.0% |
| P56 Rolling the Dice | | 0 | 0.0% |
| P57 Meager Metro Means | | 0 | 0.0% |
| P58 Fragile Families | | 0 | 0.0% |
| P59 Nuevo Horizons | | 0 | 0.0% |
| P60 Ciudad Strivers | | 0 | 0.0% |
| P61 Humble Beginnings | | 0 | 0.0% |
| Group Q ~ Golden Year Guardians | | 13 | 0.2% |
| Q62 Reaping Rewards | | 11 | 0.2% |
| Q63 Footloose and Family Free | | 0 | 0.0% |
| Q64 Town Elders | | 0 | 0.0% |
| Q65 Senior Discounts | | 2 | 0.0% |
| Group R ~ Aspirational Fusion | | 0 | 0.0% |
| R66 Dare to Dream | | 0 | 0.0% |
| R67 Hope for Tomorrow | | 0 | 0.0% |
| Group S ~ Struggling Societies | | 1 | 0.0% |
| S68 Small Town Shallow Pockets | | 0 | 0.0% |
| S69 Soul Survivors | | 0 | 0.0% |
| S70 Enduring Hardships | | 0 | 0.0% |
| S71 Hard Times | | 1 | 0.0% |

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